



Athens Institute for Education and Research
14th Annual International Conference on Management & Marketing
27-30 June 2016, Athens, Greece

Organized by the [Management Research Unit](#) and the [Marketing Research Unit](#) of ATINER
sponsored by the [Athens Journal of Business and Economics](#)



Conference Venue: [Titania Hotel](#), 52 Panepistimiou Street, 10678 Athens, Greece

Monday 27 June 2016

(all sessions include 10 minutes break)

08:00-08:30 Registration and Refreshments

08:30-09:00 Welcome & Opening Address (ROOM B-Mezzanine Floor)

- Gregory T. Papanikos, President, ATINER.
- George Poulos, Vice-President of Research, ATINER & Emeritus Professor, University of South Africa, South Africa.

09:00-11:00 Session I (ROOM A-Mezzanine Floor): Consumers and Consumer Behavior I

Chair: *Geoffrey Bick, Professor, University of Cape Town, South Africa.

1. Jaihak Chung, Professor, Sogang University, South Korea. What kind of Consumer-Generated Information is Important for Mobile App Sales? The Value of Qualitative Information to Product Success.
2. *Laure Lavorata, Professor, University of Reims Champagne Ardenne, France & Ophélie Mugel, Ph.D. Student, Université East of Paris, France. Understanding of Consumers' Representations on Food Waste.
3. *Polymeros Chrysochou, Associate Professor, Aarhus University, Denmark. Do Light Food Claims Lead to Overconsumption?
4. Juan Carlos Chica, Associate Professor and Vice Dean, Faculty of Business Administration, Universidad Nacional de Colombia, Colombia. Triangular Filters as an Option for Making Optimal Decisions using Stock MatLab and Application EIKON THOMSON REUTERS. An Analysis from Neuromarketing.
5. Anastasios Karatasios, Ph.D. Candidate, Alcalá de Henares Madrid University, Spain. Systematic Review on Empirical Evidence on the Effect of Electronic Word of Mouth in Purchasing.
6. Mert Uydaci, Professor, Marmara University, Turkey, Filiz Cakir Zeytinoglu, Associate Professor, Marmara University, Turkey, Ebru Caglayan Akay, Professor, Marmara University, Turkey, Basak Degerli, Assistant Professor, Marmara University, Turkey & Nevin Karabiyik Yerdenli, Assistant Professor, Marmara University, Turkey. Growing Concept in Retailing: Shopping Malls in İstanbul between 2004-2014.

11:00-12:00 Session II (ROOM A-Mezzanine Floor): International Economic Studies

Chair: *Laure Lavorata, Professor, University of Reims Champagne Ardenne, France.

1. Wonchan Ra, Professor, Hankuk University of Foreign Studies, South Korea & Larisa Shin, Graduate, Hankuk University of Foreign Studies, South Korea. The Determinants of the Choice between Single and Combined Modes in Entering Foreign Markets: An Empirical Study of Korean Firms in Uzbekistan.
2. Theodore Kokkoris, Visiting Professor, NMMU, South Africa and Chris Adendorff, Adjunct Professor, NMMU, South Africa, Brink Botha, Senior Lecturer, NMMU, South Africa & V. Maliti, Student, NMMU, South Africa. Causal Layered Analysis of South Africa's Inclusion of BRICS.
3. Fang Jia, Assistant Professor, Shenzhen University, China & Yao Qin, Assistant Professor, Macau University of Science and Technology, China. Gaining Institutional Capital in Uncertain Institutional Environment.

12:00-13:30 Session III (ROOM A-Mezzanine Floor): E-Commerce

Chair: *Polymeros Chrysochou, Associate Professor, Aarhus University, Denmark.

1. *Geoffrey Bick, Professor, University of Cape Town, South Africa & Jacques Theron, Graduate Researcher, University of Cape Town, South Africa. Factors that Influence the Adoption of M-Commerce in the South African Market.
2. Ming-Hsien Yang, Professor, Fu Jen Catholic University, Taiwan, Chang-Tang Chiang, Adjunct Assistant Professor, Shih Chien University, Taiwan, Chien-Hsiang Liao, Assistant Professor, Fu Jen Catholic University, Taiwan & Tian-Lih Koo, Associate Professor, Shih Chien University, Taiwan. Exploring Consumer Roles in Social Media from the Perspective of Consumer Engagement.
3. Deborah Picher Vera, Ph.D. Student, Universidad Politecnica de Cartagena, Spain, Maria-Dolores Martinez, Professor, Universidad Politecnica de Cartagena, Spain & Juan Jesus Bernal Garcia, Professor, Universidad Politecnica de Cartagena, Spain. Social Networks as a Communication, Sales and Customer Service Tool. Analysis and Effectiveness of eWOM as a Marketing Strategy.
4. Andreas Witt, Ph.D. Candidate, University of Applied Sciences Brandenburg, Germany. The User Centered Design Process for Effective Online Marketing: A Mapping Study.

13:30-14:30 Lunch

14:30-16:00 Session IV (ROOM A-Mezzanine Floor): Human Resource Management and Organizational Behavior

Chair: Nicholas Mangos, Senior Lecturer, Flinders University of South Australia, Australia.

1. Alexandra Panaccio, Assistant Professor, Concordia University, Canada & Zheni Wang, Ph.D. Candidate, Concordia University, Canada. Do Servant Leaders Enhance Group Performance by Building a Climate of Trust? Examining Trust in the Supervisor and in the Organization as Mediators between Servant Leadership and Group Performance.
2. Nicholas Mangos, Senior Lecturer, Flinders University of South Australia, Australia. Environmental Sustainability of Corfu Island Hotels: Sustainable Tourism Strategies.
3. Guoxin Ma, Ph.D. Student, University of Hull, U.K. A Dualistic View of Employment in China.

16:00-17:30 Session V (ROOM A-Mezzanine Floor): Business to Business Marketing: Current Developments and Future Prospects

Chair: Alexandra Panaccio, Assistant Professor, Concordia University, Canada.

1. Shujing Cao, Assistant to the Dean, School of Business and Management, Shanghai International Studies University, China, Zheng Fan, Dean, School of Business and Management, Shanghai International Studies University, China, Yan Li, Associate Professor, Shanghai International Studies University, China, Qinli Fan, Student, University of St Andrews, China, Yu Pan, Professor, Shanghai International Studies University, China, Leyun Sheng, Student, Shanghai International Studies University, China & Xiaodong Wang, Student, Shanghai International Studies University, China. A Conception on the Cross-cultural Big Data Platform System for Chinese Enterprises "Going Global" Strategy.
2. Ahmed Almoraish, Ph.D. Student, University of Strathclyde, U.K. Evaluation of Customer Experience in a B2B Context.
3. Marco Pierantonelli, Ph.D. Student, Universita' Politecnica Delle Marche, Italy, Andrea Perna, Assistant Professor, Universita' Politecnica Delle Marche, Italy, Luca Giraldi, Ph.D. Student, Universita' Politecnica Delle Marche, Italy & Gian Luca Gregori, Pro-Rector, Universita' Politecnica Delle Marche, Italy. Shifting Initiatives within Business Relationships: The Case of Antrox and Nel Design. (*Symposium on Business to Business Marketing*)

17:30-20:00 Session VI (ROOM A-Mezzanine Floor): A Round-Table Discussion on *Teaching and Researching Management and Marketing in a Global World*

Chair: Gregory T. Papanikos, President, Athens Institute for Education and Research (ATINER) & Honorary Professor of Economics, University of Stirling, U.K.

1. Dr **William Proud**, Director of Studies, Queensland University of Technology, Australia. (MKT)
2. Dr **Graeme Lockwood**, Associate Professor, University of London, U.K. (MGT)
3. Dr **Laure Lavorata**, Professor, University of Reims Champagne Ardenne, France. (MGT)
4. Dr **Geoffrey Bick**, Professor, University of Cape Town, South Africa. (MKT)
5. Dr **Ming-Hsien Yang**, Professor, Fu Jen Catholic University, Taiwan (MGT)
6. Dr **Vesna Damjanovic**, Associate Professor, University of Belgrade, Serbia. (MKT)
7. Dr **Karina Ribeiro Fernandes**, Professor, Universidade Nove de Julho – UNINOVE, Brazil. (MGT)
8. Dr **Shujing Cao**, Assistant to the Dean, Shanghai International Studies University, China. (MGT)

21:00-23:00 Greek Night and Dinner (Details during registration)

Tuesday 28 June 2016

08:00-11:00 Educational and Cultural Urban Walk Around Modern and Ancient Athens (Details during registration)

11:00-13:00 Session VII (ROOM A-Mezzanine Floor): Consumers and Consumer Behavior II

Chair: Victoria Mousteri, Researcher, ATINER.

1. *Nicolas Papadopoulos, Chancellor's Professor, Carleton University, Canada & Alia El Banna, Carleton University, Canada. Consumer Mobility and Place Attachment: An Integrative Review.
2. *Cheol Park, Professor, Korea University, South Korea, Heejung Lee Dongkuk University, South Korea, Jongkun Jun, Hankuk University of Foreign Studies, South Korea and Thaemin Lee, Chungbuk National University, South Korea. Customer Participation, Values of Co-creation, and Satisfaction in Child Care Service.
3. Seema Gupta, Assistant Professor, Indian Institute of Management Bangalore, India, Tanvi Gupta, Ph.D. Student, Indian Institute of Management Bangalore, India & Shainesh G., Professor, Indian Institute of Management Bangalore, India. Navigating from Program Loyalty to Company Loyalty.
4. Knut Laaser, Early Career Fellow, University of Stirling, U.K. "You Can't Have a Customer in your Office for 30 Minutes and Make no Sale"- The Marketization of Social Relations between Bank Workers and Customers.

13:00-14:00 Session VIII (ROOM A-Mezzanine Floor): Teaching and Learning

Chair: *Nicolas Papadopoulos, Chancellor's Professor, Carleton University, Canada.

1. Jorge Andres Velez, Professor, Instituto Tecnológico Metropolitano (ITM), Colombia & Ana Maria Parente-Laverde, Professor, Universidad de Medellin, Colombia. Downstream Social Marketing in the Education Sector in Colombia.
2. Vesna Damnjanovic, Associate Professor, University of Belgrade, Serbia, William Proud, Director of Studies, Queensland University of Technology, Australia & Nopporn Ruangwanit, Director, IBMP Program, Thammasat University, Thailand. Perceived Benefits and Issues of Student Learning in Business Case Competition - Comparison Study of Serbia, Australia and Thailand.

14:00-15:00 Lunch

15:00-16:30 Session IX (ROOM A-Mezzanine Floor): Products and Brands

Chair: William Proud, Director of Studies, Queensland University of Technology, Australia.

1. Agata Krowinska, Ph.D. Student, Edinburgh Napier University, U.K. A Study of Challenges and Opportunities of Social Media use in Brand Management: Introducing New Ten Commandments.
2. Monia Melia, Researcher, University "Magna Græcia" of Catanzaro, Italy, Angela Carida, Researcher, University "Magna Græcia" of Catanzaro, Italy, Stella Care, Ph.D. Student, University "Magna Græcia" of Catanzaro, Italy & Maria Colurcio, Associate Professor, University "Magna Græcia" of Catanzaro, Italy. Not Just New Product Development: Mapping Trends and Effects of Crowdsourcing Practices.
3. Abdolrahim Rahimi, Academic Member, Management and Accounting Faculty, Tehran South Branch - Islamic Azad University, Iran & Fatemeh Janbaz Freydouni, Researcher, Tehran South Branch - Islamic Azad University, Iran. Study the Influence of Services Quality and Brand Equity on Trust of Customers (Case Study: Refah Bank in Iran).

16:30-18:00 Session X (ROOM A-Mezzanine Floor): Special Topics

Chair: Cleopatra Veloutsou, Head, Marketing Research Unit, ATINER & Senior Lecturer in Marketing, University of Glasgow.

1. Nicole Richter, Professor, Nordakademie University of Applied Sciences, Germany, Tabea Tressin, Hamburg University of Technology, Germany, Christopher Schlaegel, Otto von Guericke University Magdeburg, Germany & David F. Midgley, Professor, INSEAD, France. The Influence of Organizational Designs on Global Sourcing Success in Different Sourcing Destinations.
2. *Graeme Lockwood, Associate Professor, King's College London, University of London, U.K. An Assessment of Employer Liability for Workplace Stress.
3. Karina Fernandes, Academic Coordinator, Uninove – Nine of July University, Brazil & Luciano Ferreira da Silva, Teacher and Researcher, Uninove – Nine of July University, Brazil. The Challenges of Managers in Dealing with Paradoxes of Production and Management in the 21st Century.

21:00-22:30 Dinner (Details during registration)

Wednesday 29 June 2016
Cruise: (Details during registration)

Thursday 30 June 2016
Delphi Visit: (Details during registration)